

FOR IMMEDIATE RELEASE**CITY SQUARE MALL CONTINUES TO BE A MALL OF 'FIRSTS' AS IT INTRODUCES
NEW STORES TARGETED AT EVERYONE IN THE FAMILY**

Singapore's first eco-mall demonstrates retail excellence and innovation

Singapore, 8 April 2013 – City Square Mall, owned and managed by City Developments Limited (CDL), is shaping up as a vibrant retail hub as it continues to welcome an outstanding portfolio of established lifestyle brands. Since it was unveiled to the public in 2009, it has made its mark as Singapore's first eco-friendly mall as well as being a shopping haven for everyone in the family spanning across different generations, from children to youths, and from parents to grandparents.

To continually enhance the shopping experience for its shoppers, City Square Mall will be bringing in newer and bigger stores with refreshing concepts – a dedicated **Kids' Ware cluster**, a mix of **Japanese lifestyle offerings**, a revamped **Entertainment zone** for the young at heart, as well as a host of amenities for the elderly.



City Square Mall – Singapore's first eco-mall

A Kids-friendly Mall

The dedicated Kids' Ware cluster boasts an array of convenient shopping options for the concerned and discerning parent, sprawled across Basement 2. City Square Mall is home to the first ever **Toys'R'Us & Babies'R'Us** integrated store in South East Asia, which offers an extensive selection of baby and children products in Singapore - including an exclusive "Truly Scrumptious" clothing line for kids by Heidi Klum. Families will also have much to cheer with alternative fashion options as **Fox Kids and Baby** and **Kidstyle** (opening second quarter of 2013) join the line-up of Kids' Ware at Basement 2.

City Square Mall also strives to become a one-stop destination for families to learn, shop and play with a **Learning Hub** spanning over Levels 6 to 9. To provide a well-rounded and holistic education for the younger ones, a plethora of education centres offer enrichment classes ranging from music to baking and supplementary tuition classes to help students achieve academic excellence.



Singapore's first and only Toys'R'Us & Babies'R'Us integrated store

The mall also provides complimentary use of kiddy cabs and baby prams to ensure the maximum convenience for families. Other family-friendly facilities at the mall include spacious nursing rooms with hot water dispensers, bigger spaces for family parking lots and an interactive play fountain.

"We enjoy coming to City Square Mall as it is a one-stop centre for our family shopping needs. The array of kids-oriented offerings and family-friendly facilities gives us more reasons to visit the mall. We also particularly enjoy the complimentary kiddy cab service,

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which helps to keep our two-year old boy in place while we move around the mall”, said Mrs Regina Soejanto-Moo, who visits the mall regularly with her family.

An accessible mall for the elderly

In line with its commitment towards being a mall for the community, shoppers seeking for more information on caregiving for the elderly and disabled can make a stop at the first standalone care services hub – **Agency for Integrated Care (AIC)**, formerly known as Centre for Enabled Living (CEL), located at B2. The mall’s convenient and central location will enable AIC to bring its services and expertise closer to the public.

To make shopping more accessible for the elderly, City Square Mall has also provided several amenities such as a seamless connectivity to Farrer Park MRT, complimentary wheelchair rentals, magnifying glasses for reading and armrest for seats with a holder for walking sticks.

Entertainment, dining and shopping options abound for the Family

The Japanese “wave” will also be making its presence known at City Square Mall, with new tenants **Daiso** and **Uniqlo**. Known for its \$2 price tag on all items, **Daiso**, located at Level 4, will continue to provide shoppers an unparalleled range of high quality home and living items at a low cost. To cater to the fashion conscious, Japan’s No. 1 Casual Wear Brand, **Uniqlo** will bring in fashionable and stylish apparels that will be a hit with the trendsetters. Uniqlo will be opening during second quarter of this year on Level 2.



For every value-conscious shopper, Daiso never disappoints

Entertainment options on Level 4 and 5 have been given a boost with the latest addition of **Golden Village's 11th Multiplex** late last year. Staying true to its promise of providing quality bonding experiences for families, Golden Village's 11th Multiplex has a total seating capacity of more than 1,000 across its six halls to allow families to spend quality time together watching their favourite movies. The Multiplex is also home to Singapore's first cinema for couples – the Gemini: Two to View, where couples can cosy up and spend some intimate time together. Moviegoers can now take advantage of the cinema's first auto-gate system in Singapore where a confirmed booking code will be sent directly to their phone. A revamped **TimeZone** on Level 4 will also delight the young-at-heart with fresh and exciting arcade video games.



Singapore's first cinema for couples – the Gemini: Two to View

City Square Mall will continue to refresh its dining options for shoppers. **Robofusion**, Asia's first and only robotic ice cream kiosk, allows customers to design their own ice cream by simply touching a few buttons. Pancake lovers can satisfy their cravings at **Paddington House of Pancakes**, Singapore's first and only outlet, which has over 100 different types of pancakes to choose from. **Javier's Rotisserie & Salad Bar**, currently the only outlet in Singapore, also promises a hearty and value-for-money meal for every salad aficionado. A familiar tastemaker, **Cedele Bakery Café**, has recently opened at City Square Mall, serving up its delish cakes and made-to-order Gourmet Sandwiches. It is the first Cedele

Bakery Café in Singapore to serve All Day Breakfast Sets and hot meals, with new and delectable offerings such as the *Smoked Salmon & Cream Cheese on Bagel*.

“Three years since our opening, City Square Mall has achieved several firsts in milestones that helped shape it up to be at the forefront of innovation and environmental sustainability. For example, City Square Mall currently houses the first couple cinema and integrated Toys’R’Us and Babies’R’Us outlet in South East Asia. It was also the first shopping mall to be awarded the Green Mark Platinum Award in 2007. Shoppers today are becoming more discerning and we need to keep up with their ever changing needs in order to stay relevant. As a young and fast-growing retail hub, we hope to break new grounds and redefine the shopping experience with more exciting and refreshing retail concepts that truly offers something for everyone”, said City Square Mall’s spokesperson.

In the last 12 months, a number of new tenants have also made their presence felt at City Square Mall. Some of them include The Body Shop and Esprit, as well as dENiZEN, Best Denki and V.hive who have made a comeback to the mall.

“We are delighted to be part of the City Square Mall family. Its central location and seamless connectivity with the MRT make it an appealing place, not just for families, but also students around the area. It makes both strategic and business sense for us to open our 11th outlet here at City Square Mall”, says Mr Kurt Rieder, Chief Executive Officer of Golden Village.

Trailblazer in Eco, Design Excellence and Retail Experience

Conceptualised, designed and built with cutting-edge green building technologies, City Square Mall has set the precedence in achieving architectural excellence while being a leader in green practices.

In 2007, it was the first shopping mall to ever receive the Green Mark Platinum Award by the Building and Construction Authority (BCA) of Singapore for its pioneering green initiatives. City Square Mall has since went on to achieve other accolades, including the 2011 FuturArc Green Leadership Award for Commercial Architecture, FIABCI Prix d’Excellence Award 2011 (Runner-up for Retail Category), the 2011 ASEAN Energy Awards and the 3R



Developed and Managed by:
CITY DEVELOPMENTS LIMITED

Packaging Distinction Award 2011. The mall has also received recognition for its overall design principles that translates into seamless accessibility for all – it was awarded Gold under the Commercial Building category for Universal Design Awards 2010 by Building & Construction Authority (BCA).

City Square Mall was also conferred the prestigious Excellence Award by the Businesses for Families Council (BFC) for the 'We Welcome Families' Awards in 2011, jointly supported by the Ministry of Community Development, Youth and Sports (MCYS). City Square Mall is nominated once again for the same award this year, which further illustrates its commitment towards setting the highest standards of family-friendly business practices, and facilities to welcome families.

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About City Square Mall

City Square Mall is Singapore's first eco-mall, located at the junction of Serangoon Road and Kitchener Road. Owned and managed by City Developments Limited, the mall has some 200 tenants that cater to the lifestyle needs of everyone in the family. Connected to Farrer Park MRT station, City Square Mall is one of the largest malls in Singapore with 700,000 sq ft of gross retail space, offering the perfect setting for the community to shop and play while acquiring an eco-learning experience.

City Square Mall is Singapore's first shopping mall to be awarded the Green Mark Platinum Award by the Building and Construction Authority (BCA) of Singapore. It has also received the prestigious Excellence Award under the Shopping Mall Category in the Businesses for Families Council's (BFC) 'We Welcome Families' Awards 2011. In May 2011, the mall received two additional awards – the FuturArc Green Leadership Award 2011 for Commercial Architecture and the FIABCI Prix d'Excellence Awards 2011 (Runner-up in the Retail category). City Square Mall was also awarded first runner-up for the Energy Efficiency Competition (New and Existing category) at the 2011 ASEAN Energy Awards. For its efforts to reduce packaging waste under the Singapore Packaging Agreement (SPA) initiated by the National Environment Agency (NEA), City Square Mall won a distinction award in the 3R Packaging Awards 2011.

For more information on City Square Mall, please visit www.citysquaremall.com.sg or check out City Square Mall's Facebook page www.facebook.com/citysquaremall.

Annex A: City Square Mall – A mall of “Firsts”

The list below showcases some of City Square Mall’s “firsts” since its opening in 2009:

S/N	City Square Mall – A mall of “Firsts”
1	First eco mall in Singapore
2	First integrated Toys’R’Us and Babies’R’Us outlet in South East Asia
3	First standalone care services hub – Agency for Integrated Care (AIC), formerly known as Centre for Enabled Living (CEL)
4	First cinema for couples in Singapore – Gemini: Two to View
5	First auto-gate system in Singapore for cinemas
6	First robotic ice-cream kiosk – Robofusion
7	First outlet in Singapore – Paddington House of Pancakes
8	First Cedele Bakery Café in Singapore to serve all-day breakfast sets and hot meals.
9	First shopping mall in Singapore to be awarded with the Green Mark Platinum Award
10	First shopping mall in Singapore to install the Electric Vehicle Charger under the Singapore Electric-Vehicle test-bed